



# City of NORFOLK

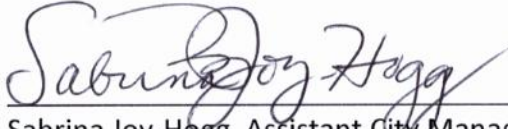
C: Dir., Department of General Services

To the Honorable Council  
City of Norfolk, Virginia

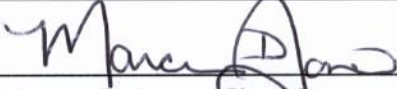
February 9, 2016

From: David S. Freeman, AICP  
Director of General Services

**Subject:** Amend Norfolk City Code to set rates for a newly purchased parking garage, to designate the parking garage as a city facility and to decouple parking rates of residents in the Central Business District from the rates charged to non-resident monthly parkers.

Reviewed:   
Sabrina Joy-Hogg, Assistant City Manager

**Ward/Superward:** 2/6

Approved:   
Marcus D. Jones, City Manager

**Item Number:**

**R-33**

I. **Recommendation:** Adopt Ordinance.

II. **Applicant:** City of Norfolk

III. **Description:**

This agenda item is an ordinance to amend and reordain Section 25.1-37, Section 25.1-75 and Section 25.1-87 of the *Norfolk City Code* to establish the following: parking rates for the new Fountain Park Garage to match the current market-driven rates for the purpose of providing competitive parking to downtown tenants, residents and visitors, decouple parking rates for residents in the Central Business District to be independent of the regular monthly parking rate charged to non-resident monthly parkers, designate the Fountain Park Garage as Garage #61.

IV. **Analysis**

As stated above, this ordinance establishes the parking rates for the new Fountain Park Garage to charge current market rates for the purpose of providing competitive parking to downtown Norfolk and it allows the parking rates for residents in the Central Business District to be set independently of rates charged to non-resident monthly parkers, which will provide for better control of parking rates based on the parking demand of different user types.

**V. Financial Impact**

Revenues from the Fountain Park Garage will support the debt service and operational needs of the Fountain Park Garage.

**VI. Environmental**

N/A

**VII. Community Outreach/Notification**

N/A

**VIII. Board/Commission Action**

N/A

**IX. Coordination/Outreach**

This letter has been coordinated with the Department of General Services, Department of Development and the City Attorney's Office.

Supporting Material from the Department of General Services:

- Ordinance

1/26/2016mr

Form and Correctness Approved:

By

Office of the City Attorney

Contents Approved:

By

DEPT.

NORFOLK, VIRGINIA

## ORDINANCE No.

AN ORDINANCE TO AMEND AND REORDAIN SECTION 25.1-37, SECTION 25.1-75, AND SECTION 25.1-87 OF THE NORFOLK CITY CODE, 1979, AS AMENDED, CONCERNING PARKING RATES FOR RESIDENTS OF THE CENTRAL BUSINESS DISTRICT, RATES FOR PARKING IN OFF-STREET FACILITIES, AND DESIGNATING A PARKING GARAGE.

- - -

BE IT ORDAINED by the Council of the City of Norfolk:

Section 1:- That Section 25.1-37 of the Norfolk City Code, 1979, as amended, regarding discount parking for residents and visitors to the central business district, is hereby amended and reordained to read as follows:

(a) Subject to the rules, regulations and procedures promulgated, established or ratified by the city manager or designee, the director of general services shall establish a discount parking program for residents of and visitors to the central business district.

(b) Residents of the central business district may apply to lease parking spaces in lots or garages on a monthly basis. Subject to the availability of said spaces and subject to verification of their status as residents, said individuals may lease parking spaces on a month-to-month basis at the following monthly rates:

Facility No.	Facility	Monthly Rates	
		Unreserved	Reserved
1	Waterside Garage	N/A	N/A
2	Freemason Street Garage	\$50.50	\$65.50
3	Town Point Garage	\$50.50	\$65.50



6	York Street Garage	\$40.00	\$55.00
7	Main Street Garage	\$50.50	\$65.50
8	Boush Street Garage	\$50.50	\$65.50
9	MacArthur Center, North Garage	\$50.50	\$65.50
10	MacArthur Center, South Garage	\$50.50	\$65.50
11	Commercial Place Garage	\$50.50	\$65.50
12	Scope Garage	N/A	N/A
13	Bank Street Garage	\$52.50	\$67.50
14	Charlotte Street Garage	N/A	N/A
30	Plume Street Lot	N/A	N/A
33	City Hall South Garage	N/A	N/A
34	City Hall North Garage	N/A	N/A
36	Education Lot	N/A	N/A
37	Brambleton Lot	N/A	N/A
38	Harrison Opera House Lot	N/A	N/A
39	Cedar Grove (Lot 39)	N/A	N/A
42	St. Paul's Lot	N/A	N/A
55	Harbor Park (Park and Ride) (Lots A-G)	N/A	N/A
60	West Plume Street Garage	\$55.60	\$72.40
61	Fountain Park Garage	\$55.60	\$72.40

(c) The city manager or designee shall verify the status of individuals seeking to lease parking spaces as residents of the central business district by requiring

proof of ownership or rental agreement and verification that the vehicle is registered to the individual at an address within the central business district.

(d) Reserved.

(e) Residents of the central business district may apply for passes for visitor parking on weekends. For purposes of this section, a "weekend" is defined as the period of time from 6:00 p.m. on Friday until 6:00 a.m. on the following Monday. Any resident seeking to purchase a visitor's pass shall present evidence of his status as a resident. The director may require a copy of a lease, written statement from a landlord or such other documentation as may be appropriate. A visitor's pass shall state on its face the dates and times for which it is issued. The fee for such pass shall be four dollars (\$4.00) for each twenty-four-hour period or portion thereof; provided, however, that a visitors' pass for an entire weekend, as hereinabove defined may be issued for nine dollars (\$9.00).

Section 2:- That Section 25.1-75 of the Norfolk City Code, 1979, as amended, regarding rates for parking in off-street facilities, is hereby amended and reordained to read as follows:

Facility No.	Facility	Daily Rate	Monthly Rates		Nightly Rates	
			Unreserved	Reserved	Unreserved	Reserved
1	Waterside Garage	A	\$85.00	\$115.00		
2	Freemason Street Garage	A	\$85.00	\$115.00	\$34.00	\$39.00
3	Town Point Garage	A	\$85.00	\$115.00	\$34.00	\$39.00
6	York Street Garage	A	\$64.00	\$94.00	\$27.00	\$32.00
7	Main Street Garage	A	\$85.00	\$115.00	\$34.00	\$39.00
8	Boush Street Garage	A	\$85.00	\$115.00	\$34.00	\$39.00
9	MacArthur Center, North Garage	MC #1	\$85.00	\$115.00		
10	MacArthur Center, South Garage	MC #1	\$85.00	\$115.00		

11	Commercial Place Garage	A	\$85.00	\$115.00	\$34.00	\$39.00
12	Scope Garage	A/COE	\$52.00	\$82.00		
13	Bank Street Garage	A	\$89.00	\$119.00		
14	Charlotte Street Garage	A	\$89.00	\$119.00		
30	Plume Street Lot	No Daily	\$69.00	\$99.00	\$28.00	\$33.00
33	City Hall South Garage	A	\$60.00	\$90.00	\$25.00	\$30.00
34	City Hall North Garage	RCG/RSE	\$43.00			
36	Education Lot	Metered				
37	Brambleton Lot	No Daily	\$52.00			
38	Harrison Opera House Lot	No Daily	\$37.00	\$67.00		
39	Cedar Grove (Lot 39)	No Daily	\$43.00		\$20.00	\$25.00
42	St. Paul's Lot	No Daily; RSE only	\$43.00			
55	Harbor Park (Park and Ride) (Lots A-G)	No Daily; RCL only	\$43.00	\$73.00		
60	West Plume Street Garage	A	\$95.20	\$128.80	\$34.00	\$39.00
61	Fountain Park Garage	A	\$95.20	\$128.80	\$34.00	\$39.00

Definition Notes:

A - Applicable

No Daily - Lots where the City does not have daily parking

RCL - Restricted City Lot

RCG - Restricted City Garage

Metered - Off-street lots with meter controls; see meter pricing



MC #1 - MacArthur Center North and South Garages have separate transient rates pursuant to Agreements.

COE - Collect-on-entry

RSE - Recreational and special event parking Monday through Friday at night and Saturday and Sunday, all day Rates shall be \$5.00 per vehicle, or as set by the City Manager in accordance with Section 25.1-26 of Norfolk City Code, 1979, as amended.

Regulations and Rules:

Monthly rates - Rates shown are for Monday through Friday 6:00 AM to 9:00 PM Monday through Sunday, unlimited parking rates are also available at these facilities with a \$16.00 higher fee than each of the monthly rates shown herein.

City government parking - City Hall North Garage, is used for city government parking.

Authorized monthly parking discounts - The following are applicable discounts allowed:

1. If one account has 50 or more spaces, then a \$5.00 per space, per month discount may apply.
2. If one account has 50 or more spaces and manages the account centrally, then \$5.00 per space, per month discount may also be applied.
3. If the above two criteria are met and the one account desires to pay a full year in advance, then an additional \$5.00 per space, per month discount may be applied.
4. Pursuant to Section 25.1-26 of the City Code, the City Manager is authorized to provide special discounts when it is determined advantageous to the city.

Lost monthly passes - There is a \$5.00 replacement fee for lost monthly passes/decals.

Corporate Rate.

If one account has 500 vehicles or more, the monthly rate

will be \$50.00 per space, per month. No additional discounts may be applied.

Top Deck Parking Program.

1. The monthly rates set below are for the designated roof top parking spaces and are limited to qualifying businesses as defined below. The parking spaces are on the roof or top deck of the Boush Street Garage, West Plume Street Garage and the Bank Street Garage.
2. The program shall be available to businesses with a Norfolk business license:
  - a. Up to 100 parking spaces for new businesses, having obtained a Norfolk business license within the preceding 90 business days with 50 employees or less;
  - b. Up to 100 parking spaces for businesses, having a current/existing Norfolk business license with 50 employees or less; and
  - c. Up to 100 parking spaces for businesses having 51 to 100 employees.
  - d. The City Manager has the authority to reallocate the number of spaces assigned to a., b. and c. above; however, in no event shall the total exceed 300.
3. Rates:
  - a. Qualifying new businesses, as described in 2(a) above, may lease Top Deck parking spaces, for up to two years for \$40.00 per month, per space;
  - b. Existing businesses with 50 or less employees, may lease Top Deck parking spaces for \$60.00 per month, per space; and,
  - c. Existing businesses with 51 to 100 employees may lease Top Deck parking spaces for \$70.00 per month, per space.



4. Business accounts must be in the name of the business or company and parking spaces and access cards must be identified by an authorized, named, individual parker.
5. All program parking participants are required to park on the roof or top deck of the assigned parking garage, unless the roof or top deck is closed by the city. If the roof or top deck is closed by the city, authorized parkers will be permitted to park one floor lower in the respective assigned parking garage.
6. Access shall be by electronic card issued by the city and access shall be available 24 hours per day, seven days of the week.
7. Participants who do not park on the roof or top deck will be required to pay the full daily rate for the respective garage.

Additionally, for the 1<sup>st</sup> offense, the business owner and named, individual parker will receive a courtesy warning; for the 2<sup>nd</sup> offense, the named individual parker will be ticketed (a fine of \$30.00 shall be imposed); and, for the 3<sup>rd</sup> offense, the named, individual parker's access card will be deactivated and the business or company will be notified. Continued violations may cause the business or company to be removed from the Top Deck Parking Program.

8. The Top Deck Parking Program may be discontinued if parkers are not attracted to the roof or top deck parking or for any other reason at the City Manager's sole discretion.
9. Parking spaces designated for the Top Deck Parking Program total 300; allocated in accordance with paragraph 2, above. Applications for the parking spaces will be received and approved on a first-come, first-served basis, not to exceed the capacity of the top deck per garage. Once the 100 parking spaces in each of the several options are leased, an application-dated waiting list will be maintained.

### Daily Rate Structure

<u>Category</u>	<u>Rate</u>
0 to 1 Hour	\$1.50
1 to 2 Hours	\$3.00
2 to 3 Hours	\$4.50
3 to 4 Hours	\$6.00
4 to 5 Hours	\$7.50
5 to 6 Hours	\$9.00
6 to 7 Hours	\$10.50
7 to 8 Hours	\$12.00
Maximum Daily Rate (up to 24 Hours)	\$13.00
Lost Ticket/Per Day	\$13.00
6:00 PM to 9:00 PM/Collect-on-Entry	\$3.00
9:00 PM to 3:00 AM/Collect-on-Entry	\$5.00
Special Event Rate/Collect-on-Entry	\$5.00

#### MacArthur Center Garages:

##### Weekdays until 6:00 PM:

First 3 hours or any part thereof	\$ 1.00
4th hour of any part thereof	\$ 2.00
5th hour or any part thereof	\$ 2.00
6th hour or any part thereof	\$ 2.00
7th hour or any part thereof	\$ 2.00
8th hour of any part thereof	\$ 2.00
Maximum Daily Rate (Up to 24 hours)	\$10.00
Lost Ticket/Per Day	\$10.00

##### Weekdays after 6:00 PM

All evening	\$2.00
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##### Weekend Rates:

Before 6:00 PM	\$1.00
After 6:00 PM	\$2.00

Enter before 6:00 PM and stay less than 3 hours	\$3.00
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Section 3:- That Section 25.1-87 of the Norfolk City Code, 1979, as amended, designating parking garages, is hereby amended and reordained to read as follows:

The following garages are hereby designated:



- (1) Garage #01 - This facility at the premises known as 50 Martins Lane under the present system of street numbering has been established as the Waterside Parking Garage.
- (2) Garage #02 - This facility at the premises known as 161 Freemason Street under the present system of street numbering has been established as the Freemason Street Garage.
- (3) Garage #03 - This facility at the premises known as 112 West Main Street under the present system of street numbering has been established as the Town Point Parking Garage.
- (4) Garage #05 - This facility at the premises known as 350 Monticello Avenue under the present system of street numbering has been established as the Monticello Avenue Garage.
- (5) Garage #06 - This facility at the premises known as 215 West York Street under the present system of street numbering has been established as the York Street Parking Garage.
- (6) Garage #07 - This facility at the premises known as 230 East Main Street under the present system of street numbering has been established as the Main Street Parking Garage.
- (7) Garage #08 - This facility at the premises known as 112 West City Hall Avenue under the present system of street numbering has been established as the Boush Street Garage.
- (8) Garage #12 - This facility at the premises located on the 600 block of St. Paul's Boulevard under the present system of street numbering has been established as the Scope Garage.
- (9) Garage #60 - This facility at the premises located at 100 Plume Street, at its intersection with Boush Street, under the present system of street numbering has been established as the West Plume Street Garage.
- (10) Garage #33 - This facility at the premises located on the 900 block of Union Street under the present system of street numbering is established as the City Hall South Garage.
- (11) Garage #34 - This facility on that certain property of the 100 block of East Street under the present system of street numbering has been established as the City Hall North Garage. Spaces in this parking garage extension have been



established and designated "Restricted Parking Facility-Decal Controlled" for city employees.

(12) Garage #9 - This facility at the premises known as 545 Market Street under the present system of street numbering has been established as the MacArthur Center North Garage.

(13) Garage #10 - This facility at the premises known as 300 City Hall Avenue under the present system of street numbering has been established as the MacArthur Center South Garage.

(14) Garage #11 - This facility at the premises located at 520 East Main Street under the present system of street numbering has been established as the Commercial Place Garage.

(15) Garage #13 - This facility at the premises located at 441 Bank Street, under the present system of street numbering, has been established as the Bank Street Garage.

(16) Garage #14 - This facility at the premises located at 440 Monticello Avenue, under the present system of street numbering, has been established as the Charlotte Street Garage.

(17) Garage #61 - This facility at the premises located at 130 Bank Street, under the present system of street numbering, has been established as the Fountain Park Garage.

Section 4:- That this ordinance shall be in effect from and after the date of its adoption.